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9/13/54

fashion calendar

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35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, SEPTEMBER 12, 1954</u>			
Sunday Sept. 12- Sept. 16	SHOWING OF FALL AND HOLIDAY COLLECTIONS Showing by 200 manufacturers of slips, gowns and negligees, with a special presentation Wed. evening. <u>Hours: Sun., 10:30-9:00; Mon., Tues., Wed., 9:00-9:00; Thurs., 9:00-3:00.</u>	UNDERWEAR-NEGLIGEE ASSOC. (1450 BROADWAY)	HOTEL ROOSEVELT
Monday Sept. 13 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview for the press of Bergdorf Goodman's imports. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Monday Sept. 13 12:00 Noon- 1:30 P.M.	SHOWING OF MISSES' FASHIONS FOR FALL Showing of "Plumage Blue" fashions in coats, suits and dresses for misses. <u>Repeat performance</u> from 1:30-3:30 P.M. on third floor; also on Sept. 16 from 5:00-6:00 P.M. on third floor, and from 6:00-7:00 P.M. in 4th Floor Restaurant. Press invited. Open to public. Publ: Ruth Scott, TR.5-7200.	ABRAHAM & STRAUS	RESTAURANT 4TH FLOOR
Monday Sept. 13 3:00 P.M.	PREVIEW: CUSTOM- ORDER FASHIONS Bonwit Teller will present their Fall and Winter custom-order fashions to the press. By invitation only. Publicity: Vera Bacall, EL. 5-6800.	BONWIT TELLER	721 FIFTH AVENUE 9TH FLOOR
Beginning Monday Sept. 13	OPENING OF HOLIDAY SEPARATES COLLECTION Opening of new showroom and presentation of small collection of Holiday separates at continuous daily showings. By invitation. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	ARLE, INC.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Monday Sept. 13	COPIES OF IMPORTED COATS AND SUITS Bellociano adaptations of French imports will be presented at continuous daily showings. Contact: Peggy Cantor at Dave Bellsey, LA. 4-2036.	DAVE BELLSEY, INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Beginning Monday Sept. 13	SHOWING OF RESORT AND CRUISE KNITWEAR Joseph Guttman will show Resort and Cruise collection of Barbara Carol knitwear at continuous showings. Publicity: Donna Cannon, MU. 7-5447.	JOSEPH GUTTMAN	1407 BROADWAY SHOWROOM
Tuesday Sept. 14 9:45 A.M. Breakfast	PRESS PREVIEW OF IMPORTS AND COPIES Gimbels will present their International imports and reproductions to the press. By invitation only. (Show will be repeated Monday, Sept. 20, at 1:00 P.M., Hotel Plaza - See Page 5). Publicity: Ellen Eskin or Harry Cohn, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR SPECIALTY CORNER

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday Sept. 14 10:30 A.M.	OPENING OF NEW DEBUTANTE COLLECTION Premiere showing of Murray Hamburger's first Debutante Ball Gown Collec- tion, designed by Gaston Mallet. By invitation. Continuous showings daily thereafter. Contact: Florence Hamburger, BR. 9-2680.	MURRAY HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Sept. 14 11:00 A.M.	PREVIEW OF ORIGINALS AND FRENCH IMPORTS Press preview of the Fall and Winter collection of Bendel originals and French imports. By invitation only. Publ: Frances Anderson, CI. 7-1100.	HENRI BENDEL	10 WEST 57TH STREET 3RD FLOOR
Beginning Tuesday Sept. 14 11:00 A.M.	OPENING OF HOLIDAY AND RESORT COLLECTIONS <u>Madeleine Fauth</u> of Arkay Junior Frocks at 11:00 (thereafter at 10:00 and 2:00); <u>Anne Fogarty</u> of Margot Dresses at 2:30 (thereafter at 11:00 and 3:00); <u>Rappi</u> of Junior Formals at 4:00 (thereafter at 11:00 and 4:00). By invitation. Contact: William Durland, LO. 5-2626.	ARKAY; MARGOT; JUNIOR FORMALS	498 SEVENTH AVENUE SHOWROOMS - 19 & 20
Tuesday Sept. 14 12:30 P.M. Luncheon	COATS & SUITS AT LUNCHEON SHOW Presentation of Harry Frechtel's Fall coat and suit collection, designed by Schiaparelli. Fashions available at Lord & Taylor. Press by invita- tion. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	HARRY FRECHTEL	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Sept. 14 12:30 P.M. Buffet	CRUISE COLLECTION IN NEW SHOWROOM Opening of Kay Windsor's new showroom at a Buffet Luncheon. Showing of Cruise collection at 1:30 P.M. Luncheon on <u>Sept. 15 at 12:30 P.M.</u> , with showing of Kay Jr. collection at 1:30 P.M. By invitation. Publicity: Helene Towers, 417 Fifth Ave., MU. 3-6955, or LA. 4-5535.	KAY WINDSOR	1400 BROADWAY SHOWROOM - 2ND FLOOR
Tuesday Sept. 14 3:00 P.M.	FALL & WINTER CUSTOM- ORDER FASHIONS Elizabeth Arden will present her Fall and Winter custom-order fashions. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE 2ND FLOOR SALON
Tuesday Sept. 14 3:30 P.M.	RESORT & HOLIDAY SWEATERS BY BRANELL "A Touch of Cashmere"--preview of cashmere sweaters and ensembles for Resort and Holiday. By invitation. Publicity: Mildred Kaldor, MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday Sept. 14 4:00 P.M. Cocktails	PRESS PREVIEW OF FLORENTINE FABRICS Macy's will present Florentine fabrics by Riverdale with coordinated home furnishings in their Plan-A-Home-Row. By invitation only. Publicity: Helen Law or Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	7TH FLOOR
***** Wednesday Sept. 22 9:30 A.M. OUT OF DATE ORDER *****	* PRESS PREVIEW: CUSTOM- * ORDER ORIGINALS * Oldric Royce will present his Fall and Winter collection of custom-made * fashions. (NOTE CHANGE OF DATE.) By invitation only. Publicity: * Nona James, 20 West 43rd St., CH. 4-7658.	OLDRIC ROYCE	16 EAST 52ND STREET SALON

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 15 9:30 A.M. Breakfast	PRIVATE SHOWING OF EVENING SEPARATES Press showing of Rosecrest's new collection of dressy and evening separates, featuring Starlight and Candlelight lines for the "Different Woman After Five". By invitation only. Continuous showing daily thereafter. Contact: Leon Rosenberg, CH. 4-5584.	ROSECREST MFG. CO.	1407 BROADWAY SHOWROOM-34TH FLOOR
Wednesday Sept. 15 10:30 A.M.	PRESS PREVIEW OF FALL ORIGINALS Preview for the press of Milgrim Fall originals. By invitation. (<u>Customer showing</u> , including designer fashions, at 2:30 P.M.) Contact: Rita Corey, CI. 7-7200. Fashion Show Publicity: Maud G. Moody, 347 Fifth, LE. 2-5562.	MILGRIM	3RD FLOOR
Wednesday Sept. 15 12:30 P.M. Luncheon	FASHION SHOW AT PRIVATE LUNCHEON Presentation of fashions, available at Bonwit Teller, during luncheon for International Congress of Ophthalmology. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 15 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Arnold Constable will present a fashion show during luncheon, in celebration of their 129th Anniversary. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publ.: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 15 3:00 P.M. Cocktails	PREVIEW: FALL CUSTOM- ORDER & READY-TO-WEAR The Fall custom-order and ready-to-wear collections will be presented to the press. By invitation only. Contact: Mrs. Ruth Lynford, EL. 5-5275.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Wednesday Sept. 15 3:30 P.M.	PRESS PREVIEW: 1955 SWIM FASHIONS Caltex of California will preview their 1955 "Beach Blossom" collection of swim fashions. <u>Showing at 4:00 P.M.</u> By invitation only. Contact: Elaine Warden at Caltex, MU. 9-2100.	CALTEX OF CALIFORNIA	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Sept. 15 4:00 P.M. Cocktails	PRESS-TRADE PREVIEW OF NEW COLOR CONCEPT Presentation of a new color concept in blouse and lingerie fabrics for press and visiting buyers. Showing at 4:30 P.M. By invitation only. Contact: Kay C. Jones, CH. 4-7100.	BURLINGTON MILLS (BLOUSE-LINGERIE DIV.)	1407 CLUB 1407 BROADWAY
Wednesday Sept. 15 5:00 P.M.	SHOWING OF FILM BY CAROLYN FASHIONS Presentation of Carolyn "Fashion In-the-News" Film for Fall, the fourth picture in this series. By invitation only. Publicity: Vyvyan Donner, 205 West 57th St., CO. 5-4382.	20TH CENTURY-FOX	444 WEST 56TH STREET 6TH FL., SCREENING RM.
Wednesday Sept. 15 5:30 P.M.- 7:30 P.M. Champagne	PRESS PRESENTATION OF "CHAMPAGNE HOUR TWEEDS" Showing of tweed fashions for Fall 1954 from leading American designers, presented by The Wool Bureau in cooperation with the Champagne Producers of France. By invitation only. Publicity: Betty Tanner, PL. 7-5092.	THE WOOL BUREAU, INC. (16 WEST 46TH STREET)	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 16 9:00 A.M. Breakfast	PRESS PREVIEW: FALL READY-TO-WEAR FASHIONS Martin's will present their Fall ready-to-wear fashions to the press. <u>Showing at 9:30 A.M.</u> By invitation only. Customer showing at 2:30 P.M. on the 3rd floor. Publicity: Rita Dobbins, TR. 5-3100, Ext. 355.	MARTIN'S (BROOKLYN)	6TH FLOOR EXECUTIVE OFFICE
Thursday Sept. 16 10:00 A.M.	PRESS PREVIEW: FRENCH AND ITALIAN IMPORTS Ohrbach's will present French and Italian imports and copies to the press. (Please use 18 W. 35th St. entrance.) By invitation only. <u>Public showing.</u> <u>Monday, Sept. 20 at 1:00 P.M., Grey Room, 5th Floor.</u> Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SALON
Thursday Sept. 16 11:00 A.M.	FALL AND WINTER CUSTOM-ORDER FASHIONS Mainbocher will present his Fall and Winter custom-order fashions. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON
Thursday Sept. 16 12:30 P.M. Luncheon	IMPORT COLLECTION AT LUNCHEON SHOWING Presentation of French & Italian imports and Macy's counterparts during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. (Customer showing, Macy's Little Shop, 2nd floor, by ticket only, Mon., Sept. 20 and Tues., Sept. 21 at 2:30 P.M.). Macy's Publ.: Helen Law or Barbara Gray, CH. 4-2000, Ext. 2431. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	MACY'S NEW YORK	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 16 1:00 P.M. Luncheon	KNITTED FASHIONS IN VOGUE PATTERNS McCutcheon's will present a luncheon showing of knitted fashions in Vogue patterns; yarns and tweeds from Armstrong-Jaeger and Pringle. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. McCutcheon's Publ.: Beth Morgan, EL. 5-1000. Armstrong-Jaeger and Pringle Publ.: The Miles, LO. 4-5150. Plaza Fashion Director: Mary Alice Rice, CI, 6-1790.	JAMES McCUTCHEON & CO.	HOTEL PLAZA PERSIAN ROOM
Thursday Sept. 16 1:00 P.M. Luncheon	SPECIAL SHOWING OF HOLIDAY COLLECTION Presentation of Holiday and Midseason collection and a "sneak preview" of the Resort collection, designed by Mildred Orrick. Showing at 1:30 P.M.; continuous daily showings thereafter. By invitation. Contact: LO. 4-7940.	JANICE MILAN & PEZZUTO, INC.	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Thursday Sept. 16 3:00 P.M. High Tea	SHIRT COLLECTION BY DIGBY MORTON Press preview of new Lady Hathaway shirts, designed by Digby Morton. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130,	LADY HATHAWAY SHIRTS	HATHAWAY HOUSE 112 EAST 40TH STREET
Thursday Sept. 16 3:00 P.M.	PREVIEW OF HOLIDAY COLLECTION Preview of Felix Safian junior dresses and Tween Jane dressy separates. By invitation only. <u>Daily trade showings thereafter at 11:00 A.M. and</u> <u>2:00 P.M.</u> Contact: Elliot Turgan at Felix Safian, WI. 7-8262.	FELIX SAFIAN; TWEEN JANE	1375 BROADWAY SHOWROOM - 9TH FLOOR
Sept. 16- Sept. 25	HOME FASHION TIME. Contact: National Home Fashions League, 141 East 44th St., MU. 7-8122.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Sept. 17 10:00 A.M.	PRESS PREVIEW: FURS BY CHRISTIAN DIOR Fall fur fashions, designed by Christian Dior, will be presented to the press. (<u>Note Change of Date</u>). By invitation only. <u>Customer showing, Mon., Sept. 20 at 4:00 P.M.</u> Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	5TH FLOOR FUR SALON
Friday Sept. 17 12:00 Noon Luncheon	IMPORT FASHIONS AT LUNCHEON SHOW "Report on Paris Collections" by Carmel Snow, Editor of "Harper's Bazaar". Also, Fall presentation of imports. Co-Chairmen, Ready-To-Wear Division: Alice Burrows and Adelia B. Ellis. Price: \$7.50 for members; \$10.00 for guests- <u>one guest to a member</u> . (Reservations must be made by mail; no tickets will be sold or exchanged at door). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR GRAND BALLROOM
Sunday Sept. 19- Sept. 24	MARKET WEEK IN MIAMI BEACH The Miami Fashion Council will show Cruise and Resort fashions during Market Week. Contact: Miami Fashion Council, 924 Lincoln Rd., Miami Beach.	MIAMI FASHION COUNCIL	DI LIDO HOTEL MIAMI BEACH, FLORIDA
Monday Sept. 20 10:00 A.M. Breakfast	PRESS PREVIEW: SELECTION OF "MISS SWEATER GIRL" Selection of "Miss Sweater Girl, 1954 and 1974" and "Mr. Sweater Guy" at the opening of <u>National Sweater Week, Sept. 20-25</u> . By invitation only. Publicity: Betty Tanner, The Wool Bureau, 16 W. 46th St., PL. 7-5092; or Charles Reichman, Nat'l Knitted Outerwear, 386 Fourth Ave., MU. 3-7520.	THE WOOL BUREAU; NAT'L KNITTED OUTERWEAR	WALDORF-ASTORIA WEST FOYER
Monday Sept. 20 11:00 A.M. Sherry	PRESS PREVIEW OF FALL & WINTER FURS Esther Dorothy will preview her Fall and Winter furs at a showing for the press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ESTHER DOROTHY (68 E. 56TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILLION
Monday Sept. 20 1:00 P.M. Luncheon	LUNCHEON SHOWING: IMPORTS AND COPIES Gimbels will present a fashion show of their International imports and copies during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gimbels Publ: Ellen Eskin or Harry Cohn, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE & PERSIAN RMS.
Monday Sept. 20 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: OPENING OF FABRIC LIBRARY "Orient Series" Boris Kroll's new Fall collection of fabrics, at formal opening of his Fabric Library equipped to solve the problems of the home-maker and her decorator. By invitation. Publicity: Barbara Pradal Price, 270 Park Ave., EL. 5-6893.	BORIS KROLL FABRICS	220 EAST 51ST STREET
Tuesday Sept. 21 9:00 A.M. Breakfast	PREVIEW OF 1955 SWIMSUIT COLLECTION Breakfast preview of Jantzen's 1955 collection of swimsuits and sunclothes for men and women. By invitation. Contact: Karin Johnson at Botsford, Constantine & Gardner, 261 Madison Ave., OX. 7-2797.	JANTZEN, INC.	HOTEL PIERRE COTILLION ROOM
Tuesday Sept. 21 9:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER COLLECTION Showing of custom-order collection for Fall and Winter. By invitation only. Publ: Eleanor Lambert, MU. 8-2130.	KNIZE, INC.	24 EAST 56TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 21 10:00 A.M.	PRESS PREVIEW OF RESORT COLLECTION Christian Dior-New York will present their Resort collection to the press. By invitation only. <u>Trade showings Sept. 21, 22, 24, 30 at 2:30 P.M.</u> Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE
Tuesday Sept. 21 11:00 A.M.	PRESS PREVIEW OF READY-TO-WEAR FASHIONS Showing of Bernard Newman's Fall ready-to-wear collection. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 21 3:00 P.M.	PRESS PREVIEW OF FUR COLLECTION Preview for the press of the Maximilian Fall and Winter fur collection. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	MAXIMILIAN FUR CO. INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
Tuesday Sept. 21 3:00 P.M.	PREVIEW: RESORT & CRUISE SWIMSUITS Showing of the Gantner of California Swimsuit collection for Resort and Cruise. By invitation only. Contact: Edith Skemp at Gantner, 1453 Mission St., San Francisco; or N.Y. Showroom, WI. 7-0987.	GANTNER OF CALIFORNIA	1410 BROADWAY SHOWROOM - 15TH FLOOR
Tuesday Sept. 21 5:45 P.M. Champagne	CHAMPAGNE PARTY FOR THE PRESS Mr. Bill Brickley, new U.S. manager of British Brevitts, will be introduced to the press. By invitation. Publicity: Helen Grey at Victor Bennett Adv. Agcy, 551 Fifth Ave., MU. 7-2186.	BRITISH BREVITTS	B. ALTMAN & CO. 2ND FL. - SHOE DEPT.
Wednesday Sept. 22 9:30 A.M. Breakfast	PREVIEW: FALL-WINTER CUSTOM FUR COLLECTION Presentation of Fall and Winter custom fur collection. <u>Show at 10:00 A.M.</u> By invitation only. Publicity: Mary Kelley, PL. 3-7111.	JACK STEIN HAUTE COUTURE FURS	660 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Sept. 22 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FURS Revillon Freres will preview their Fall and Winter Custom-Order furs. By invitation. Contact: Mr. W. C. Paige at Revillon, PL. 9-5504.	REVILLON FRERES	11 WEST 57TH STREET SALON
Wednesday Sept. 22 12:30 P.M. Luncheon	FALL AND CRUISE DESIGNER FASHIONS "Salute to Fashion" honoring fashion fabric creators--Milton C. Blum, Inc.; Chantilly Textiles Corp.; Cohn-Hall-Marx; Cortley Fabrics; Elgin Fabrics; Fabrex, Inc.; Hafner Fabrics; Maxine Fabrics Co.; Herbert Meyer, Inc.; Rhode Island Fabrics; Stehli & Co., Inc.; Waldburger & Co., Inc. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aberfoyle contact: The Miles, 58 W. 40th St., LO. 4-5150. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ABERFOYLE MFG. (PHILA.) (MFRS. OF COTTON YARN)	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 22 12:30 P.M.	PREVIEW OF FALL READY-TO-WEAR FASHIONS Bloomingdale's "Green Room" fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale's Publicity: Margaret de Mille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 22 2:00 P.M.	PRESS PREVIEW OF RESORT COLLECTION Abe Schrader will present a preview showing of his Resort and Early Spring dresses, suits and ensembles for resident buyers and the press. By invitation. <u>Daily trade showings beginning Thurs., Sept. 23 at 11:30 A.M. and 3:30 P.M.</u> Publ: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FL.
Wednesday Sept. 22 2:30 P.M.	WINTER FASHIONS & NEW HAIR PRODUCTS Introduction of Winter fashion collection and the new Lilly Dache hair products for the fashion and beauty press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET SALON
Wednesday Sept. 22 4:00 P.M.- 7:00 P.M.	FALL FASHIONS MADE WITH PELLON The Pellon Corp. will invite buyers and press to a showing of fashions made with Pellon. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	PELLON CORP. (350 FIFTH AVE.)	HOTEL PIERRE GRAND BALLROOM
Wednesday Sept. 22 4:30 P.M.- 6:30 P.M. Cocktails	PREVIEW OF 1955 SWIMSUIT COLLECTION Cocktail preview of Catalina's 1955 collection of swimsuits and play-clothes. <u>Showing at 5:15 P.M.</u> By invitation only. Commentator: Bette Beck at Catalina. Publicity: Virginia Dickson at Catalina, LA. 4-8017.	CATALINA, INC. (358 FIFTH AVENUE)	ST. REGIS HOTEL ROOF
Thursday Sept. 23 9:30 A.M. Breakfast	PREVIEW OF 1955 SWIMSUIT COLLECTION Presentation of Roxanne's new swimsuit collection for 1955. By invitation only. Publ: Marion Cherry at Diamond-Barnett, 6 E. 45th St., MU. 2-7025.	ROXANNE SWIM SUIT CO. (1407 BROADWAY)	SAVOY PLAZA HOTEL SAVOY ROOM
Thursday Sept. 23 12:30 P.M. Luncheon	SHOWING OF WRAGGE FASHIONS FOR FALL Presentation of B.H. Wragge fashions for Fall, available at Bonwit Teller. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 23 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Fall fashions by Pauline Trigere, and available at Lord & Taylor, will be shown during luncheon. Press by invitation. Public by reservation. Contact: Headwaiter, EL. 5-3000. Trigere Contact: LO. 3-1600. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	TRIGERE, INC. (550 SEVENTH AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 23 12:30 P.M. Luncheon	SPECIAL LUNCHEON FOR BEAUTY EDITORS Newest beauty secrets of the "Mademoiselles de Paris" will be introduced to the press at a luncheon. By invitation only. Publicity: Pauline Parker at Maybruck Associates, 16 E. 41st St., LE. 2-9994.	L'OREAL de PARIS	HOTEL PIERRE ROOF GARDEN
Thursday Sept. 23 1:00 P.M. Luncheon	FASHIONS BY BALMAIN DURING LUNCHEON De Pinna will present Fall fashions by Pierre Balmain during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Claire McIntosh, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 23 3:30 P.M. Cocktails	PRESS PREVIEW: 1955 SWIMSUIT COLLECTION "Flexees Haitian Mardi Gras"--showing at 4:00 P.M. of 1955 swimsuits reflecting the "hues and moods of the Magic Isle." Contact: Patricia Doering at Flexees, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM -- 6TH FLOOR
Friday Sept. 24 11:00 A.M.	HOLIDAY ACCESSORIES AND RESORT FORECAST A press preview of men's and women's accessories designed by Brooke Cadwallader. By invitation. Publ.: Grace de Mun, 927 Fifth, RE. 7-4206.	BROOKE CADWALLADER, INC.	120 EAST 55TH STREET SALON
Sept. 26	DAYLIGHT SAVING TIME ENDS (Set clocks back one hour).		
Monday Sept. 27 11:00 A.M.	PREVIEW: IMPORTED GIFTS & ANTIQUES Bergdorf Goodman will invite the press to a preview of imported gifts and antiques. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Monday Sept. 27 1:00 P.M. Luncheon	BELLCIANO FASHIONS AT LUNCHEON SHOW Milgrim will present Belliciano Fall coats and suits, and Belliciano separates by Joset Walker, at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Milgrim contact: Rita Corey, CI. 7-7200. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MILGRIM	HOTEL PLAZA PERSIAN ROOM
Sept. 28	ROSH HASHONAH -- First Day of Jewish New Year (Tuesday).		
Tuesday Sept. 28 12:30 P.M. Luncheon	IRENE OF CALIFORNIA FALL COLLECTION Showing of Fall fashions by Irene of California, available at Gunther Jaeckel. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
Sept. 29	ROSH HASHONAH -- Second Day of Jewish New Year (Wednesday)		
Wednesday Sept. 29 9:30 A.M. Breakfast	50TH ANNIVERSARY FASHION SHOW "Around the World...Then and Now" to celebrate 50 years of fashion and introduce David Crystal's new "Flight Light" wardrobe of packable dresses, suits and Haymaker Separates, in association with PAA. By invitation only. Publicity: Jane Kilbourne, PAA, MU. 6-7100. Gay Stearns, Best & Co., PL. 9-2000; Terry Mayer, David Crystal, BR. 9-6560.	BEST & CO. & DAVID CRYSTAL	13TH FLOOR RECREATION ROOM
Thursday Sept. 30 9:00 A.M. Breakfast	PREVIEW OF 1955 SWIM FASHIONS Cole of California's 1955 collection of swim and after-swim fashions for misses, juniors and children, will be presented to the press and buyers. <u>Showing promptly at 9:30 A.M.</u> By invitation only. Publicity: Marget Mallary, 2615 Fruitland Ave., Los Angeles 58; or N.Y. contact: BR. 9-6377.	COLE OF CALIFORNIA, INC. (LOS ANGELES)	HOTEL PIERRE COTILLION ROOM
Friday October 1 12:00 Noon	PREVIEW OF RESORT AND SPRING COLLECTION David Crystal will preview their Resort and Spring suits and dresses for press and resident buyers. By invitation. Publ.: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC. (498 SEVENTH AVENUE)	PLACE TO BE ANNOUNCED

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday October 4 1:00 P.M. Luncheon	FALL & WINTER FURS DURING LUNCHEON Gunther Jaeckel will present Fall and Winter furs during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gunther Jaeckel Publicity; Carole Paley, PL. 5-7000. Plaza Fashion Director: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.	GUNTHER JAECKEL	HOTEL PLAZA PERSIAN ROOM
Monday October 4 4:00 P.M. Cocktails	RESORT AND EARLY SPRING COLLECTION Press preview of Hannah Troy's Resort and Early Spring collection. By invitation only. Publicity: Gladys Steiner, Lester Harrison, 341 Madison Ave., MU. 9-1630.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM
Wednesday October 6 12:30 P.M. Luncheon	FASHIONS BY VARDEN PETITE Bloomingdale's will present Fall fashions by Varden Petite during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale Publicity: Margaret de Mille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
October 7	YOM KIPPUR -- Jewish Day of Atonement (Thursday).		
Friday October 8 11:00 A.M.- 4:00 P.M.	PRESS PREVIEW OF SPECIAL EXHIBITION "The Fine Art of Costume"--a special exhibit of costumes and accessories from the 16th Century through the 19th Century, as they reflect the ways and manners imposed by social demands. (<u>Working Press Preview of Dress Rehearsal for Coty-American Fashion Critics' Award Will Coincide With This Showing--see below for details</u>). Museum Publ.: Floyd Rogers, TR. 9-5500.	COSTUME INSTITUTE, METROPOLITAN MUSEUM	FIFTH AVE. & 82ND ST. 83RD ST. ENTRANCE

OPENING OF RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.
(Formerly THE SPORTSWEAR GUILD)

Beginning	ADLER & ADLER, INC.	550 Seventh Avenue	BR. 9-9600
Monday	DAVIDOW	550 Seventh Avenue	PE. 6-6909
October 11	DAVID M. GOODSTEIN, INC.	498 Seventh Avenue	LA. 4-2577
	KANE-WEILL	498 Seventh Avenue	LO. 5-3041
	ZOLTAN ROSENBERG CO.	550 Seventh Avenue	LA. 4-6691
	SPORT-CRAFT, INC.	550 Seventh Avenue	LA. 4-9724
	STAR-MAID DRESSES	498 Seventh Avenue	PE. 6-0444
	Contact individual manufacturers		

Monday October 11 4:00 P.M. Cocktails	PREVIEW OF 1955 SWIM FASHIONS Sea Nymph's 1955 swim fashions will be presented to the press. <u>Showing at 4:30 P.M.</u> By invitation only. Contact: Helen Rothman at Jack Shor, Public Relations, WI. 7-6700.	SEA NYMPH SWIMSUITS BY JORDAN MFG. CO.	HOTEL PLAZA BAROQUE ROOM
Monday October 11 9:00 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD Presentation of the Twelfth Annual American Fashion Critics' Award, sponsored by Coty, Inc. Preceding the award presentation, there will be a private showing <u>at 8:00 P.M.</u> of the Costume Institute's special exhibition, "The Fine Art of Costume." Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM FIFTH AVE. & 82ND ST.

MOVIES...MUSIC...THEATRE...BALLET

- Beginning
Tuesday
Sept. 14 THIRD WEEK: N.Y. CITY BALLET N.Y. CITY CENTER, 131 WEST 55TH ST.
Tues., Sept. 14: CON AMORE, IVESIANA (world premiere), SYLVIA PAS DE DEUX,
LA VALSE. Wed., Sept. 15: FIREBIRD, THE CAGE, SYLVIA PAS DE DEUX, PIED
PIPER. Thurs., Sept. 16: INTERPLAY, OPUS 34, ILLUMINATIONS, WESTERN
SYMPHONY. Fri., Sept. 17: SWAN LAKE, FIVE GIFTS, AFTERNOON OF A FAUN,
BOURREE FANTASQUE. Sat. Mat., Sept. 18: FIREBIRD, INTERPLAY, PAS DE
TROIS, CAKEWALK. Sat. Eve., Sept. 18: SWAN LAKE, A LA FRANCAIX, ORPHEUS,
PIED PIPER. Sun. Mat., Sept. 19: FILLING STATION, IVESIANA, SYLVIA PAS
DE DEUX, PIED PIPER. Sun. Eve., Sept. 19: FOUR TEMPERAMENTS, OPUS 34,
ILLUMINATIONS, SYMPHONY IN C. Tickets: \$1.50-\$3.60. Publicity: Phillip
Bloom, CH. 4-5185.
- Wednesday
Sept. 15 OPENING: "DEAR CHARLES" MOROSCO THEATRE, 217 WEST 45TH ST.
Richard Aldrich and Richard Myers, in association with Julius Fleischmann,
will present Tallulah Bankhead in a new comedy by Marc-Gilbert Sauvajan
and Frederick Jackson, adapted by Alan Melville. Featuring: Fred Keating,
Hugh Reilly, Robert Coote, Werner Klemperer. Settings: Donald Oenslager.
Costumes: Jean Coffin. Publicity: Richard Maney, CI. 7-4646.
- Wednesday
Sept. 15-
Sept. 26 OPENING: "ICE CAPADES OF 1955" MADISON SQUARE GARDEN, 8TH AVE. & 49TH
John H. Harris presents the fifteenth annual Ice Capades, featuring
Humpty Dumpty on Ice, George Gershwin's American in Paris and other pro-
ductions. Starring: Donna Atwood, Bobby Specht, Silvia and Michael.
Prices: \$1.50-\$5.00. Publicity: Cliff Lewis, CO. 5-6800.
- Tuesday
Sept. 21 OPENING: "A MIDSUMMER NIGHT'S DREAM" MET. OPERA HOUSE, B'WAY & 39TH ST.
S. Hurok presents The Old Vic Company in William Shakespeare's comedy.
Sept. 21 through Oct. 11; and Oct. 15 through Oct. 17. Starring Moira
Shearer, Robert Helpmann, Stanley Holloway. Director: Michael Benthall.
Scenery and costumes: Robin and Christopher Ironside. Music by
Mendelssohn. Choreography: Robert Helpmann and Frederick Ashton. Pre-
sented by arrangement with Old Vic Trust Ltd., and the Arts Council of
Great Britain. Tickets: \$1.10-\$6.00. Publ.: Martin Feinstein, PL. 9-6000.
- Wednesday
Sept. 22 OPENING: "HOME IS THE HERO" BOOTH THEATRE, 222 WEST 45TH ST.
The Theatre Guild's production of Walter Macken's drama, with Mr. Macken
in the leading role with Peggy Ann Garner and featuring Glenda Farrell,
Pat O'Malley, Art Smith, Frances Fuller, Richard Lupino, Christopher
Plummer, Ann Thomas. Sets: Marvin Reiss. Director: Worthington Miner.
Publicity: Nat Dorfman, LO. 3-0858.
- Thursday
Sept. 23 OPENING: "ALL SUMMER LONG" CORONET THEATRE, 230 WEST 49TH ST.
The Playwright's Co. will present Robert Anderson's new play with John
Kerr, June Walker, Ed Begley. Director: Alan Schneider. Settings:
Jo Mielziner. Costumes: Anna Hill Johnstone. Publicity: William Fields,
PL. 7-6938 or PL. 7-6846.
- Wednesday
Sept. 29
8:30 P.M. PREMIERE: "THE BAREFOOT CONTESSA" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST.
Figaro, Inc. in association with Rizzoli-Haggiag, released by United
Artists, will present the world premiere of Joseph L. Mankiewicz's roman-
tic Technicolor drama starring Humphrey Bogart, Ava Gardner, Edmond
O'Brien, Marius Goring, Rossano Brazzi, Valentina Cortesa. Premiere for
the benefit of "Care"; Tickets: \$4.00--\$200.00. Open to public beginning,
Thurs., Sept. 30. Written and directed by Mr. Mankiewicz. Gowns by
Fontana. U-A Publicity: Tess Michaels, CI. 5-6000.